SPORTING GOODS

New Lines Should Hook Fishing Biz

By FRANK KATLIN
Executive Vice President, Maurice Sporting Goods

The fall of 1982 will be remembered as a major disappointment in sporting goods as retailers across the country regroup for a hopefully improved 1983. The firearm business was well below expectations as the increasing retail price points of shotguns drastically hurt fall sales in the poor economy. The handgun business, traditionally strong, also felt the crunch .

The lone area of growth this past fall was hunting accessories and ammunition.

Strong promoting and well-planned rebate programs contributed to the ammunition sales that carried the season remarkably well.

Fishing tackle was also a major bright spot, selling extremely well late into the summer and fall. Christmas sales of promotional fishing tackle combinations and tackle boxes left sporting goods buyers very pleased with year-end results.

Overall inventories in fishing tackle are in a stable position as 1983 begins to take shape. The fishing tackle industry should be greatly improved in 1983, based on early buying trends and positioning in the sporting goods market.

With the addition of several major new product lines the fishing tackle business should trigger some increases for the mass merchants.

The South Bend Tackle Company has a new terminal tackle program which will give fishing departments an attractive and uniform appearance which retailers have long sought in this area.

Daiwa and Shimano have introduced new and exciting reel lines which retailers will heavily promote. In the rod business, South Bend and Daiwa will again dominate with Garcia and Ryobi introducing new rod lines.

Overall, expect premounted combos and packaged kits to continue dominating sales in the tackle department. On a promotional scale, the 201-piece tackle box retailing under $10 will remain a strong seller.

The year 1982 showed a slight sales increase again in physical fitness and related exercise items.

PMA PRODUCT MOVEMENT AUDIT

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	FISHING			
1	South Bend Poly Spncst Kt—C130/0113	18,200	12.99	236,418
2	Sheldon/Mepps Asst. Lure Kits	16,000	13.99	223,840
3	Zebco Poly Spincast Kit—1545	9,200	14.99	137,908
4	Zebco Poly Spincast Kit—1245	12,000	10.99	131,880
5	Whitewater Tackle Box w/201 Pcs-TBP1	16,500	7.99	131,835
6	South Bend Slvr Strk Series Rods	9,700	11.99	116,303
7	Daiwa Poly Spinning Kit—402/212	7,200	15.99	115,128
8	South Bend Spin Cast Combo—175/2125	4,400	21.98	96,712
9	Minn Kota Trolling Motor—10	1,240	54.99	68,187
10	Flambeau 3 Tray Tackle Box—PA103	5,600	11.99	67,144
11	Grierson Wood Flit Brd w/knife—FB24SKE	6,300	9.99	62,937
12	Normark Deluxe Fillet knife—FNF6	6,400	6.99	44,736
	FIREARMS & AMMO			
1	Remington 12 ga Auto Shotgun—5336	960	399.00	383,040
2	Mossberg 12 ga Pump Shotgun—500AKG	1,600	199.00	318,400
3	Remington 12 ga Pump Shotgun—6934	830	315.99	262,272
4	Ruger 22 Auto Rifle—10/22RB	2,100	109.99	230,978
5	Remington Dck & Phsnt ShotShell—DP12-6	26,350	6.99	184,186
6	Remington Thunder Bolt 22LR Ammo—TR22	93,000	1.59	147,870
7	Marlin 22 Auto Rifle w/scope—60S	1,200	88.99	106,788
	ATHLETIC			
1	Bear Hunter Compound Bow—4280	723	133.95	58,134
2	Camo Hunting Stool—FS6	3,600	13.99	50,364
3	Wilson Vinyl tote Bag—6913	2,600	16.99	44,174
4	Marksman BB/Pellet Pistol—1010	2,300	13.99	32,177
5	Stadium Seat—BS10	3,120	9.99	31,168
6	Tonka Toaster—SSL55	4,450	6.99	31,106
7	E. Z. Mount Gun Rack—100	4,300	6.99	30,057
8	Bear Red Bear Archery Set—5506	1,800	15.99	28,782
9	Daisy Red Ryder B.B. Gun—7938	723	31.99	23,129
10	Norlund Belt Axe—AX11	1,320	10.99	14,507

Source: Maurice Sporting Goods, Chicago, for October through December 1982. Maurice distributes to 31,000 stores in 36 states, 72% of which are discount stores.

Gun cases are displayed on a circular rack in Heck's, Charleston, W. Va. Hunting accessories were among the few bright spots last fall, reported distributor Maurice Sporting Goods, Chicago. *(DSN photo)*

HOME IMPROVEMENT

Basics Ordering Reflects Fewer Chain Promos

Fewer hardware and home improvement promotions were run in the 1982 post-Christmas season than were apparent the previous year, the Product Movement Audit from Stem-Nickman Distributing revealed.

Instead, hardware retailers were restocking judiciously on basic items, officials of the Cleveland distributing firm asserted. A comparison of similar categories from the previous year confirms this tendency.

The latest PMA covers the period from Dec. 20 through Jan. 29. Last year's PMA was for the slightly shorter Jan. 1 through Jan. 31 period and reflected many more optimistic hardware promotions.

The top performer, for example, in the tool category this year was a chrome Arrow staple gun, of which 358 units at an average retail price point of $15.18 were moved. The total retail value was a mere $5,434.44. Last year, the same Arrow stapler had a higher average price—$16.14—but moved 626 units for a total value of $10,103.64 while only attaining third place in the category.

Conversely, a 1982 promotion early in the year of the Bernz propane blowtorch and a companion fuel cylinder placed those items first and second in total dollar value, while in this post-Christmas season the blowtorch placed 10th and the fuel cylinder was third. Perhaps even more revealing than the rankings are the unit and dollar values of those items.

While in 1982, 2,281 blowtorches at $10 each were sent to retailers—for a total value of $22,810—in 1983 a relatively paltry 312 torches at $10.01 were moved for a retail value of $3,123.12. Also, last year 6,312 fuel cylinders were distributed while early 1983 orders were only for 1,416.

One hardware item that was widely promoted this year was

(Continued on page 34)

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	TOOLS			
1	Arrow staple gun chrome	358	15.18	5,434.44
2	Bernz Medina fuel cylinder	2,256	2.38	5,369.28
3	Bernz fuel cylinder	1,416	2.71	3,837.36
4	Stanley tape Powerlock	301	12.11	3,645.11
5	Screwball driver/socket	211	15.77	3,327.47
6	USM multihead rivet tool	412	7.89	3,250.68
7	Waterloo 18" box with tray	189	16.93	3,199.77
8	My Buddy 19" one tray br	276	11.54	3,185.04
9	My Buddy 15½" one tray rd	390	8.14	3,174.60
10	Bernz propane blow torch	312	10.01	3,123.12
11	Bernz oxygen cylinder	492	5.93	2,917.56
12	Waterloo 19" box	212	13.29	2,817.48
13	USM electric glue gun	291	9.38	2,729.58
14	Bernz tote torch kit	72	36.08	2,597.76
15	Estwing sportsman's axe	139	18.61	2,586.79
	ELECTRICAL			
1	Romex w/grd 250' per box	531	35.23	18,707.13
2	½ Conduit 10' length	6,230	2.03	12,646.90
3	Flo wrap/arn fix 2-4ow-48	286	27.43	7,844.98
4	Grd duplex receptacle	11,522	0.64	7,374.08
5	Cros 2 fuse w/leverox	421	12.77	5,376.17
6	Naut bath fan ceiling-wall	200	24.89	4,978.00
7	Grd duplex receptacle	7,420	0.64	4,748.80
8	P/C Parc rec w/o	1,946	2.36	4,592.56
9	Lev duplex recpt plate	13,494	0.30	4,048.20
10	1⅞ deep Handy box	5,247	0.68	3,567.96
11	Norelco mercury vapor light	72	47.06	3,388.32
12	4" plain Octagon box	5,132	0.62	3,181.84
13	50' 12/2 Romex w/ground boxed	365	8.48	3,095.20
14	Lutron UL rotary dimmer	676	4.35	2,940.60
15	100' 12/2 rome w/grd boxed	180	16.09	2,896.20

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	BLACK & DECKER			
1	⅜" Drill v/s rev lock	92	37.85	3,482.20
2	Sander obl/ins	108	25.34	2,736.72
3	½ Var spd rev drill	41	56.20	2,304.20
4	¼" Drill double/insul	143	15.01	2,146.43
5	13 pc h/s Drill set	176	9.08	1,598.08
6	5½" Circular saw	48	30.79	1,477.92
7	Drill elec speed cont	24	60.26	1,446.24
8	Router ⅝ hp ball bearing	37	34.71	1,284.27
9	7¼ Circular saw bld 3 pak	140	6.83	956.20
10	7 pc hs Drill set	196	4.81	942.76
11	¼ r Ogee router bit	132	6.11	806.52
12	Sander dual/act ⅓ sht	19	39.38	748.22
13	Workmate single hgt	14	52.55	731.08
14	5 pc Drill bit set	195	3.46	674.70
15	⅜ Rabbet router bit	116	4.81	557.96
	IMPORTS			
1	2 ton Floor jack	321	61.96	19,889.16
2	40 pc Socket set	2,601	7.49	19,481.49
3	22 gal Air compressor	17	554.04	9,418.68
4	2 ton Cable hoist puller	372	18.75	6,975.00
5	Tab double face sledge hammer	264	14.51	3,830.64
6	4.5 Tab metal cut band saw	13	248.07	3,224.91
7	4 way Crimping tool	432	5.63	2,432.16
8	Comb socket/tool set 62 pc	77	29.25	2,252.25
9	4 ton hyd Bottle jack	146	15.26	2,227.96
10	8 ton hyd Bottle jack	76	28.38	2,156.88
11	7 pc wood Ladl s/d set	408	4.49	1,831.92
12	16-oz tubular Claw hammer	486	3.41	1,657.26
13	4" Bench vise	97	14.37	1,393.90
14	9 x 10" Sandpaper asst	1,190	1.17	1,392.30
15	Pipe wrench 10"	295	4.49	1,324.56

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Benefits

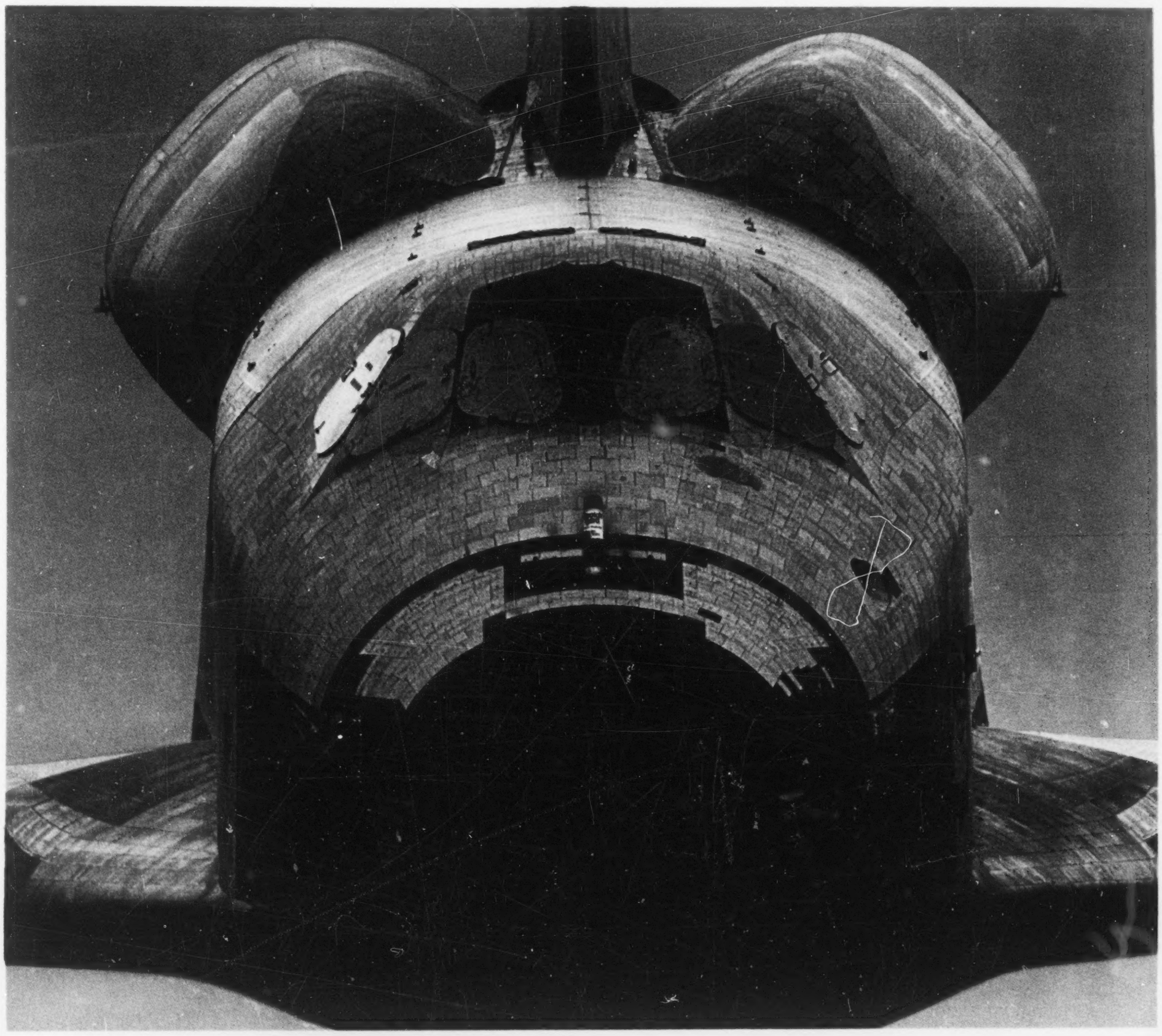
(Continued from page 21)

such a plan is desirable), rather than maintaining an expensive program for everyone in the company.

Conclusion

Employee benefit programs, like any other significant cost item, should be properly managed. Effective management of these programs requires that accountability and responsibility for these programs be assigned to individuals who have both the expertise and the resources to manage them. If benefit programs are properly managed, their costs can be controlled, while effectively meeting the needs of employees.

The programs should also be evaluated periodically to see that they are accomplishing what they were designed to do. Such an evaluation can identify opportunities for cutting costs or expanding benefits at the same cost.



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HOME IMPROVEMENT

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
PAINT SUNDRIES				
1	Savogran kutzil gal	812	9.69	7,868.28
2	WD40 multiuse lubricator	2,940	2.42	7,114.80
3	EZ 3 pc paint set	996	2.60	2,589.60
4	Manco masking tape 60 yds	2,664	0.95	2,530.80
5	Manco masking tape 40 yds	4,368	0.56	2,446.08
6	Bondex joint cement premix	171	12.28	2,099.88
7	EZ 4 pc brush set	1,080	1.85	1,998.00
8	Manco masking tape ¾ x 60 yds	2,832	0.67	1,897.44
9	3M 9 x 11 m prod sand	1,360	1.34	1,822.40
10	Sano paint remover paste	156	10.33	1,611.48
11	Borden carpenter wood glue	575	2.70	1,552.50
12	3M 9 x 11 c prod sandpaper	1,110	1.34	1,487.40
13	Manco masking tape 2 x 60 yds	888	1.97	1,482.96
14	Amer/sun steel wool poly 8 pk	1,272	1.13	1,437.36
15	Bondex spachtling paste qt	474	2.84	1,346.16
HOME IMPROVEMENT				
1	Brn Natco vinyl mat 36 x 105	8	237.43	1,899.44
2	Key caster ball stem 2"	615	2.98	1,832.70
3	Key caster ball stem 2¼ x 2"	504	3.37	1,698.48
4	Mapes 10 dowel clothes dryer	192	8.75	1,680.00
5	Manco/arno duct tape 2 x 1 or	1,272	1.28	1,628.16
6	Hoyne clear mirror	232	6.83	1,584.56
7	Key caster ball plate 2½ x 2	450	3.37	1,516.50
8	Deflecto heat deflector promo	1,488	0.98	1,458.24
9	6' wood step ladder	55	26.50	1,457.50
10	Blk Natco vinyl mat 36 x 105'	6	237.43	1,424.58
11	Peer chain prf-3/16-125	12	117.02	1,404.24
12	Key caster ball plate 2"	465	2.98	1,385.70
13	Keller two-step alum ladder	84	16.06	1,349.04
14	2½ ps 250 swivel caster	456	2.64	1,203.84
15	2½ ps 200 swivel caster	912	1.30	1,185.60

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
LUCITE PAINT (gal.)				
1	Int enml white	1,048	16.73	17,533.04
2	Wall ceiling white	1,200	12.82	15,384.00
3	Wall ant white	1,016	12.82	13,025.12
4	Wall white	684	12.82	8,768.88
5	Wall natural beige	656	12.82	8,409.92
6	Int enml ivory	460	16.73	7,695.80
7	Wall classic cream	592	12.82	7,589.44
8	Int enml classic cream	448	16.73	7,495.04
9	Wall off white	544	12.82	6,974.08
10	Wall mirage white	460	12.82	5,897.20
11	Int enml sft peach	352	16.72	5,885.44
12	Wall sunglow	448	12.82	5,743.36
13	Wall soft peach	432	12.82	5,538.24
14	Wall cameo pink	424	12.82	5,435.68
15	Wall dover blue	404	12.82	5,179.28
PLUMBING				
1	40 gal Gas heater 5 yr	232	158.44	36,758.82
2	Mark II b grade toilet comb	446	53.16	23,709.36
3	½ m hard Copper 10' length	5,425	3.46	18,770.50
4	40 gal Gas energy saver	71	222.21	15,776.91
5	Aqua kitchen faucet 2 hl w/sprea	267	39.43	10,527.81
6	½ CPVC pipe 10' length	4,258	2.22	9,452.76
7	Mustee single laundry tub	407	21.40	8,709.80
8	1200 Aquastream lav faucet	516	16.26	8,390.16
9	Aqua kitchen faucet 2 handle	291	27.86	8,107.26
10	2 crt 40 gal Elec energy svr	34	198.72	6,756.48
11	Aqua lav fct w/pop-up handle	196	33.35	6,536.60
12	Aquastream kitchen faucet	395	16.23	6,410.85
13	Neptune 22 x 33" ss sink	129	39.10	5,043.90
14	Manco duct tape 21" x 45 yd	1,028	3.99	4,101.72
15	Neptune disposer economy	80	43.52	3,481.60

Source: Stem Distributors, Maple Heights, Ohio for Dec. 20, 1982-Jan. 29, 1983. Stem distributes hardware to over 400 stores, 70% of which are discount stores, in 30 states.

Fewer Promos

(Continued from page 33)

the imported 40-piece socket set. Ranked second this year with 2,601 units sent to retailers at an average price of $7.49, a similar set with a $9 price point placed third, but with only 828 units, last year.

Both years, first place in the import category went to a floor jack. In 1982, a 1½-ton jack with an average retail price of $58.50 was the top performer with 277 units bringing a total retail value of $16,204.50. In early 1983, a two-ton model with a price point of $61.96 moved 321 units for a total value of $19,889.16.

That hardware imports are traditionally a promotional category is demonstrated in that those two items are the only similar products to appear on the list of the 15 top performers in 1982 and 1983.

The generally slower replenishment of less promotional products this year is illustrated by the comparative ranking of the Stanley tape Powerlock. Despite a slightly higher price point this year—$12.11 compared to $11.75 last year—total retail value was almost identical. In 1982, 320 units were moved for a value of $3,760. In early 1983, 301 units were sent out for a total value of $3,645.11. However, that movement was enough to place the tape fourth this year while in 1982 the ranking was ninth.

Further Considerations

Direct comparisons in the power tool category are more difficult because Stem-Nickman in 1982 trimmed its offerings, dropping the Wen and Skil lines. Further, the post-Christmas season is an extremely slow one for products in this category, following much more activity prior to Christmas when these items are popular gifts.

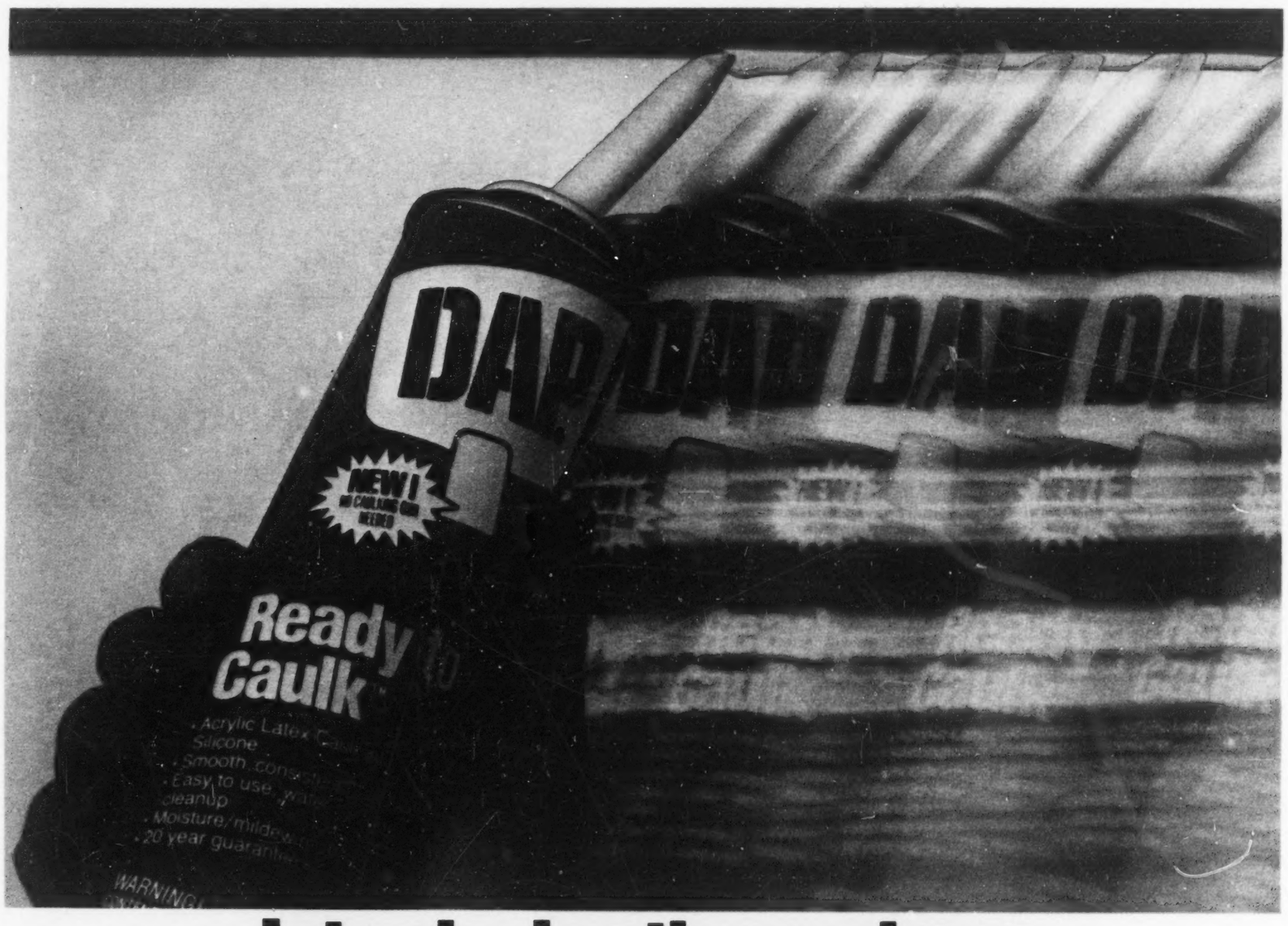
Still, while the specific merchandise in the two PMAs differed, the dollar volumes producing similar rankings were relatively steady. For example, the total dollar values of the top five power tools last year was $13,279.30 while in 1983 the total retail value for the top five Black & Decker tools was $12,267.63.

A Stem-Nickman spokesman said that because promotions in the period were virtually nonexistent, the rankings were indicative of the relative strength of the various items in the Black & Decker line.

A slackening in promotions was most evident, however, in the home improvement and electrical categories. Last year's leader in the home improvement category was Manco/Arno duct tape, which moved 8,448 units at $1.05 retail for a total value of $8,870.40. The tape this year placed fifth, partially because of warmer weather, with 1,272 units at $1.28 retail producing total sales of $1,628.16.

In the electrical category, the leader both years was a grounded 250-ft. Romex extension cord. Last year's average retail price of $32.90 produced total sales of $71,261.40 on 2,166 units. This year the price point was slightly higher—$35.23—and 531 units produced only $18,707.13.

Promotions last year on the 250-ft. Romex and 50-ft. Romex cords placed them first and second and produced much larger dollar volumes than in 1983.



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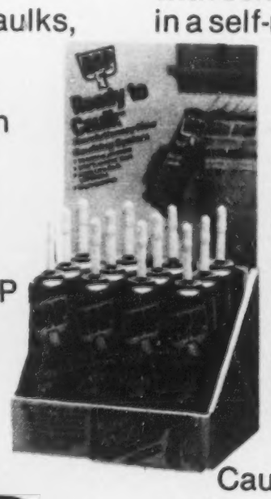

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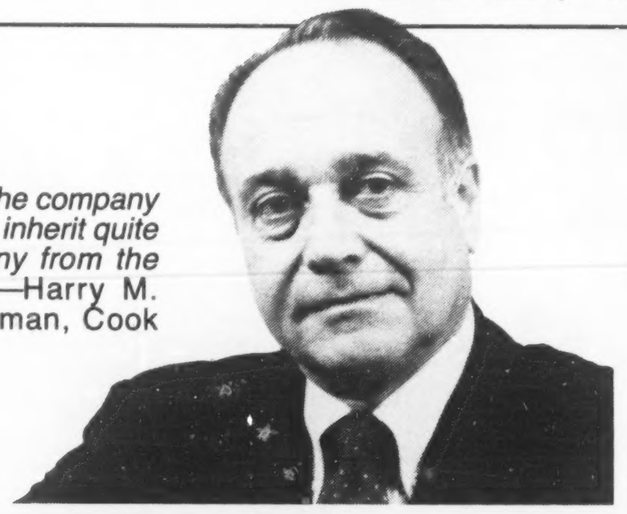
Discount Store News®

THE NEWSPAPER OF THE DISCOUNT DEPARTMENT STORE INDUSTRY

VOL. 22, NO. 6 | Published Biweekly, Every Other Monday, Monthly in December, by Lebhar-Friedman Inc. | $2 per copy | MARCH 21, 1983



"Whoever inherits the company from me is going to inherit quite a different company from the one I inherited."—Harry M. Broder, new chairman, Cook United.

Broder Will Shake Up Troubled Cook United

MAPLE HEIGHTS, Ohio—The winds of change are blowing at gale force in Cook United, according to the company's new chairman and chief executive officer.

"Let me tell you what I told the salaried employees last Friday," Harry M. Broder said two weeks after taking over the reins. "Whoever inherits the company from me is going to inherit quite a different company from the one I inherited."

While Cook is searching for a president and ceo to replace George Jeffers, who was forced out by the directors, Broder was emphatic in saying, "I am not a caretaker."

That Cook United needs a thorough shakeup was agreed upon in *DSN* interviews with company outsiders and insiders, including Broder. Broder and his president-to-be-named are faced with the task of re-

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High Court OK's Hearing On RPM, Stuns Chains

WASHINGTON—The U.S. Supreme Court shocked discount store industry lobbyists by agreeing to consider Justice Department arguments for a 180-degree antitrust law change that could revive Fair Trade-style pricing restrictions against retailers.

In what several discount chain legal experts called a surprising move, the high court unanimously agreed to hear Monsanto's appeal of a lower court decision which held that the chemical conglomerate engaged in an illegal resale price maintenance (RPM) conspiracy by terminating sales to a price-cutting herbicide distributor.

That case took on particular significance for the nation's discount chains and catalog showroom operators when Justice Department Antitrust Chief William Baxter intervened on behalf of Monsanto and urged the court to overturn the 70-year-old legal underpinnings for the Federal prohibition against resale price fixing.

In a Justice Department "friend of the court" brief filed earlier this year, Baxter argued that in some instances manufacturer resale price maintenance is "pro-competitive," and that RPM should no longer be considered an automatic or per se violation of Federal antitrust law.

Significantly, the Supreme Court hasn't yet agreed to do that. But the nine justices did agree not only to hear Monsanto's appeal, but also Baxter's arguments for changing the RPM law as well.

The effect of the court's action is to set the stage for what could be a "winner-take-all" showdown on the question of whether manufacturers or retailers will decide the price of merchandise sold to consumers.

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Key Discounters Confer With Reagan Advisers

WASHINGTON—Top executives from K mart, Target and other key discount and catalog chains were meeting with White House domestic policy advisers at presstime in a dramatic 11th-hour attempt to neutralize the Justice Department's drive for a Supreme Court decision promoting Fair Trade-style resale price maintenance.

Association of General Merchandise Chains president Edward Borda, who arranged the White House-industry summit conference earlier this month, told *Discount Store News* that it is time for the nation's discount retailers to "pull out all the stops" and aggressively combat efforts by Federal antitrusters to weaken long-standing legal standards under which RPM is considered an automatic violation

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The Woolworth of the 80's

As F. W. Woolworth management was shuttering its Woolco discount store division in late 1982, executives on the variety store side were creating a new prototype store (above) in Cherry Hill, N.J. *DSN* interviewed U.S. Woolworth president John E. Parker (inset) about the Woolworth store of the 80's; the story begins on p. 3.

Acquired in $30 Million Deal

Wetterau Will Expand Laneco

EASTON, Pa.—Laneco is set for a major expansion thrust following its acquisition by St. Louis-based Wetterau, a diversified $2 billion food distribution company.

A Laneco executive said the Wetterau acquisition, in negotiation since September 1981, would strengthen Laneco's financial resources and enable it to become the parent firm's retailing expansion vehicle in the East.

Laneco's sales in its last fiscal year were $242 million, with its nonfood operation—mainly 15 discount stores—accounting for more than $70 million.

The company's expansion opportunities were underscored by its purchase last month of the 70,000-sq.-ft. Bright conventional department store in the Laneco-owned Carbon Plaza Mall in Lehighton, Pa., which also has a 75,000-sq.-ft. Lane discount store as a co-anchor.

Running conventional department stores is seen as a new growth direction for the company. Its operations include three Lane discount stores, 12 Laneco discount store and supermarket combinations, Food Lane supermarkets, two Carriage Drug units and two Just Be Natural health food stores.

The company purchased a 60,000-sq.-ft. ex-King's in

(Continued on page 45)

Balloting Starts For Discounter of Year

NEW YORK—It's time once again to select the Discounter of the Year, and voting is open to all *Discount Store News* readers.

On the ballot, which you will find on p. 48, a distinguished slate of leading discount department store executives compete for the honor of joining such past winners as Sam Walton, chairman of Wal-Mart, and Maurice Segall, president and ceo of Zayre. Voting closes April 30.

For Discounter-of-the-Year ballot, see p. 48.

Your vote for Discounter of the Year should be based on the nominee's contribution to discounting in 1982, and you will find capsule comments next to each man's name to help you make your decision.

The winners will be honored at *DSN*'s annual SPARC (Supplier Performance Award by

(Continued on page 48)

Digest March 21, 1983

HOUSEWARES

- **Noritake, in publicly selling direct to catalogers, is doing** what most dinnerware makers are doing privately. (p. 6)

CONSUMABLES

- **Buying "on deal" is the best route to profits in groceries. (p. 9)** High turns are chalked up by laundry detergents. (p. 10)

PHOTO

- **The upcoming photo show will give a glimpse of a new audio** and visual leisure business. On more conventional merchandise, discounters and catalogers eye lower-priced goods as the main growth area. (Special section, pp. 15-26.)

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No Bait-and-Switch Found In In-store Dental Centers

WASHINGTON—Despite charges from organized dentistry that in-store dental centers lure patients through deceptive advertising, there is no evidence that chains are engaging in "bait and switch" dental promotions, University of California researchers told the Federal Trade Commission.

Based on a special survey of fees charged by dozens of in-store dental care centers across the country, the new FTC study concluded that retail-based offices tend to charge "reasonable" prices across-the-board.

None of the chain dental centers surveyed "charged consistently less than the area average for routine services and greater than average for other procedures," the study found.

As a result, "straight price comparisons produce no evidence for the presence of [this type of] bait-and-switch tactic."

But at the same time, the researchers said they weren't able to determine whether chains attempt to engage in unfair pricing practices by increasing the "intensity" of their services.

Under this type of "bait-and-switch," the consumer "comes in for a seemingly routine procedure and ends up contracting for extensive dental work," they told FTC.

The issue of whether chain dental operations engage in deceptive pricing practices is central to any future effort by FTC to override state laws and regulations restricting the development of retail dentistry.

These restrictions are typically justified as measures designed to protect patients from substandard procedures or deceptive practices by "cut-rate" dentists.

"In some states," the researchers told FTC, "dentists are excluded from desirable in-house or mall locations because lease agreements, based upon a percentage of gross revenues, are considered fee-splitting by state licensing boards."

In other areas dentistry board rules "curtail effective use of radio, television or regional publication" advertising by dentists, and even more states "ban the use of 'fictitious' trade names" in order to frustrate the growth of chain dentistry.

35mm's

(Continued from page 17)

ing, mostly rangefinder models, carry price points of about $100 to $250. A pop-up flash model retails for as low as $60. He said all the cameras are marked up about 20%.

"Over the years our buyers have increased lines. After examining what is selling and what isn't, we will be cutting from all price categories," he said.

The spokesman said the reason he felt the department fell below its return goal by about 11% was because of the competition with consumer electronics merchandise. He said customers only have a fixed amount of money to spend on leisure items, and that the innovations in electronic games and computers have evidently taken their toll on his departments.

Among catalogers, lower-priced 35mm's are getting the emphasis despite the extensive merchandising of higher-priced SLRs common at most showrooms.

A Dahlkemper merchandiser, for example, said the cataloger was doing its best with 35mm's in the $50 to $150 range, with rangefinder models strong performers because of their ease of operation.

Sales Tax

(Continued from page 32)

much higher for those retailers using manual systems.

Other major compliance costs related to credit and financing. "Outside credit card fees on sales tax plus the financing component of store credit equaled 0.3% to 0.5% of tax collections," Cooper said. "Unrecovered tax from bad checks and uncollectable store credit charges accounted for another 0.3% to 0.4%. These compliance costs, however, were reduced as much as 1% through retailer use of the funds in the time between collection and remittance."

Still another significant cost factor was money handling and counting, which ranged from 0.5% to nearly 1%.

The states surveyed, and their compliance costs as a percentage of taxes collected, were: Arizona, 3.75%, New York, 3.23%; California, 3.13%; Maryland, 2.96%; Pennsylvania, 2.88%; Illinois, 2.79%, and Missouri, 2.03%. The lower costs in Maryland, Pennsylvania, Illinois and Missouri reflect credits allowed retailers against collection costs.

Daughter's Input Evaluated by Product

Product	Mother's Evaluation of Daughter's Influence	Daughter's Evaluation of Her Own Influence	Daughter Influenced Purchases by Providing Opinions Or Information	Daughter Decided On Her Own To Purchase
Packaged Goods (Purchased in past year)				
Breakfast Cereal	80%	77%	78%	36%
Toothpaste	68	65	63	34
Diet Soft Drink	62	65	52	54
Cake Mix	59	60	51	38
Bar Soap	55	50	49	31
Cat or Dog Food	35	35	29	27
Canned Fruit	30	30	27	15
Vitamins	27	25	24	12
Laundry Detergent	21	14	17	12
Durables (Purchased in past 2-3 years)				
Stereo	47	37	39	20
Typewriter	32	22	31	13
Luggage	28	20	22	16
Sheets & Pillowcases	26	28	23	9
Microwave Oven	12	7	12	1

Source: Seventeen *Magazine.*

Teenage Girls Have Powerful Influence On Family Buying Decision: *Seventeen*

NEW YORK—Teenage girls are exercising a powerful influence over family buying decisions.

According to a new study released by *Seventeen* magazine, girls from 13 through 19 have become "partners [with their mothers] in managing the home."

"They may have little choice in the matter," said a *Seventeen* spokesman, but as more women enter the work force teenagers are "the ones who have the time to go out and do the buying."

Interestingly, it is the mothers, rather than the teenagers themselves, who recognize the degree of their influence.

The magazine interviewed 633 pairs of mothers and daughters, and in 12 of 14 product categories the mothers credited their daughters with having greater input into the buying decision than the girls admitted themselves.

Seventeen reported the study is projectable to the nine million households in the country where there is a mother and one or more teenage daughters.

Improve Productivity in a Shrinking Market

(Continued from page 31)

Two Programs: IMPROSHARE® and Productivity Teams

We have developed an approach to improving productivity that is both simple and comprehensive. It consists of two formal programs. The first, a group incentive plan that measures productivity and shares the improvement between employees and management, is called IMPROSHARE®. With a 10-year track record, it has resulted in average productivity increases of 25% for 100 organizations.

The second program is called *Productivity Teams* and has been used by more than 200 companies since 1974. It consists of materials that provide a basis for training managers in techniques and processes for solving problems—such as shrinkage, for example—either in their departments, or on a task force basis. The thrust is to formalize employee involvement, making it a management practice that is linked to department goals and performance measures.

The results of *Productivity Teams* have generally been defined in terms of motivation and morale; however, the cost savings are in the millions of dollars.

Conclusion

Employee involvement is a simple concept; however, it is sometimes difficult to implement. It begins as a philosophy of management, and only with a series of formal programs does it become a management practice. Both IMPROSHARE® and *Productivity Teams* are formal programs with proven results that have been used effectively for several years.

Future columns will describe them in more detail.

Read
Discount Store News
CLASSIFIED ADS

The WD-40 Easy Fix It Offer

Build sales with America's favorite tool, WD-40.

Order these versatile new displays. Take advantage of WD-40's special Stanley tool offer, OR use the display as a centerpiece for your own Fix-It Deal.

Your customers will be looking for these displays to pick up their FREE copy of WD-40's Easy Fix-It Guide.

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- **Dynamic POP materials**
- **100-125% co-op allowances**
- **Display allowances**
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